

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 14740 161033Z

12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 127544

R 160947Z OCT 75
FM AMEMBASSY TOKYO
TO USDOC USTS WASHDC
INFO SECSTATE WASHDC 4112

UNCLAS TOKYO 14740

E.O.11652: N/A

TAGS: ETRD

SUBJECT: WEEKLY HIGHLIGHTS

SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING
10/8-14/75 PERIOD.

JW-6-254. USTS TOKYO AND THE TOKYO VISIT USA COMMITTEE SPONSORED A 3-HOUR SEMINAR UNDER THE THEME OF "THE NEW TRANSPACIFIC AIR FARES AND THE FUTURE OUTLOOK FOR VISIT USA TRAVEL". THE SEMINAR WAS HELD AT THE TOKYO PRINCE HOTEL ON COLUMBUS DAY, OCTOBER 13, WITH OVER 200 MEMBERS OF THE JAPANESE INTERNATIONAL TRAVEL INDUSTRY IN ATTENDANCE. TOKYO FOD SCHMITZ OPENED THE SYMPOSIUM AND INTRODUCED SIX PANELISTS WHO DISCUSSED THE PROS AND CONS OF THE NEW GIT FARES AS THEY APPLY TO THE JAPANESE OUTBOUND MARKET TO THE USA. A LIVELY QUESTION AND ANSWER PERIOD FOLLOWED. PARTICIPANTS VOICED OPTIMISM THAT ALTHOUGH AIR FARES AND PACKAGE TOURS TO EUROPE HAVE BECOME HIGHLY COMPETITIVE WITH U.S. OFFERINGS, THE USA SHOULD BE ABLE TO HOLD ITS OWN IN TERMS OF MAINTAINING ITS CURRENT SHARE OF THE JAPANESE INTERNATIONAL TRAVEL MARKET.

TWO YOUNG JAPANESE JOURNALISTS HAVE APPLIED FOR USTS WAIVER SUPPORT TO UNDERTAKE A TRANSCONTINENTAL USA TOUR OF ALMOST 100 CITIES WHICH HAVE SISTER CITY AFFILIATES IN JAPAN. THE JOURNALISTS WILL TRAVEL IN A SPECIAL AUTOMOBILE FEATURING BICENTENNIAL DECOR. THEY WILL FIRST TOUR JAPAN TO COLLECT GOODWILL MESSAGES FROM CITY MAYORS FOR DELIVERY TO USA MAYORS. OUR EMBASSY IN TOKYO HAS FORWARDED AN APPLICATION TO HAVE THE VENTURE RECOGNIZED BY THE ARBA AS AN OFFICIAL BICENTENNIAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 14740 161033Z

PROJECT. THE VENTURE HAS ALREADY GENERATED CONSIDERABLE

MEDIA INTEREST AND EXPSURE. THE JORNALISTS HAVE ALSO
ARRANGED TO DESPATCH TRAVEL-ORIENTED FEATURES TO VARIOUS
PRINT MEDIA DURING THE USA TOUR. WE ANTICIPATE SIX FIGURE
DOLLAR VALUES FOR VISIT USA EXPOSURE.
SHOESMITH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM, REPORTS, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Draft Date: 16 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO14740
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750359-0027
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751049/aaaabrtx.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 06 NOV 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 NOV 2003 by ThomasVJ>; APPROVED <28 JAN 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WEEKLY HIGHLIGHTS SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING
TAGS: ETRD, JA, US
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006